

**ADVANCED ART STUDIO II**  
**Art 4123**  
**Instructor: Dan May -RM 219**  
**MWF:9-10:50 AM**  
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**Lab Hours: 8:00 AM-7 PM**

Proposals are often essential to showing a client what you will do and what you will provide in a timely manner. Here is a rough outline of what to include when developing one.

**Goal:** A measurable resolution. Simply put, your goal is to make a short film.

**Objective:** rough outline of the theme of the film.

**Performance and Process:** What is the time frame?  
How will it be accomplished, and what will be required in terms of materials and labor. Time schedule.

**Product Description and breakdown of deliverables:**  
This is where you analyze in terms of aesthetics as opposed to what elements are necessary to complete the project and how you plan on dividing up the work load.

For instance:  
How many character options will you provide, before making the final decision on the protagonist, antagonist and supporting characters? You must have more than four.

What is the period that it will take place? (this can be one option)

What type of sets will it require?

What type of costumes are necessary?

Will there be music?

How will it be created? (It must be original)

Will there be voice talent necessary?

Will there be elements within the sets that need to be created?

**Budget:**

Since the school budget is near zero, you will need to rely on your own resources or convince the backer (the dept) what you absolutely need. Otherwise supplies are based on what you discover or find. You need to break down the elements above realistically.